

5 WHAT IS CLAIMED IS:

1. A method of managing a set of digital assets transmitted over a communications network, the method comprising:

receiving a set of digital assets packaged together in a predetermined manner;

10 unpackaging the digital assets to define at least two discrete assets;

for each asset, determining an asset type;

determining a destination for each asset based on the asset type; and

15 distributing the assets to the appropriate destinations.

2. The method of claim 1, wherein receiving the set of digital assets comprises receiving the digital assets packaged as a single file.

20 3. The method of claim 2, wherein the single file comprises a self-executing file.

25 4. The method of claim 1, wherein receiving the digital assets comprises receiving at least graphical images and continuous stream media clips packaged together in a predetermined manner.

5. The method of claim 1, wherein receiving the digital assets comprises receiving one or more of graphical images,

5 continuous stream media clips, clips of animation, telemetry clips,
and video files.

10 6. The method of claim 1, wherein receiving the digital
assets comprises receiving the digital assets over a computer
network.

7. The method of claim 1, wherein unpackaging the digital
assets comprises processing the package to separate the digital
assets into individual files.

15 8. The method of claim 7, wherein processing the package
comprises:

20 receiving the packaged assets, wherein the packaged assets
include executable code and a plurality of blocks of compressed
data;

identifying a first one of the blocks;

processing identification information contained in the block
to determine the contents of the block; and

25 decompressing the data in the block if the block is a
compressed file block.

9. The method of claim 1, wherein determining the type of
asset comprises determining the file type for each digital asset.

5 10. The method of claim 9, wherein determining the file type comprises determining the file extension of the digital asset.

10 11. The method of claim 1, wherein determining the destination comprises determining an appropriate server for the asset based on the type of asset.

 12. The method of claim 11, wherein distributing the assets comprises distributing the assets to appropriate servers.

15 13. The method of claim 12, wherein distributing comprises distributing streaming media files to a streaming media server, and distributing files containing web page data to a web server.

20 14. The method of claim 1, wherein the set of digital assets is packaged as a single, executable file including plural blocks, and wherein unpackaging comprises:

 identifying the respective blocks; and
 processing identification information contained in the block to determine the contents of the block.

25 15. The method of claim 1, further comprising:
 performing an authentication check on the set of digital assets, and discarding the assets if the authentication check fails.

5 16. The method of claim 1, further comprising:
 performing a virus scan on the respective assets, and
discarding the assets that contain a virus.

 17. The method of claim 1, further comprising:
10 authenticating a user prior to receiving the set of digital
assets from the user.

 18. The method of claim 1, further comprising:
 notifying one or more recipients regarding the set of digital
5 assets;
 receiving a request for the set of digital assets from one of
the recipients; and
 presenting the set of digital assets to the recipient.

 19. The method of claim 18, further comprising:
20 authenticating the recipient prior to presenting the set of
digital assets.

 20. The method of claim 18, wherein presenting the set of
25 digital assets comprises determining the distribution preference of
the recipient, and presenting the set of digital assets to the
recipient in the desired manner.

 21. The method of claim 20, wherein the set of digital assets
30 are downloaded to the recipient.

5 22. The method of claim 20, wherein the set of digital assets are streamed to the recipient in real time.

10 23. A system for managing a set of digital assets transmitted over a communications network in a packaged manner, the system comprising:

 a first server that is operative to receive the packaged digital assets;

 at least one streaming media server that is operative to manage streaming media files;

5 a web server that is operative to manage web files;

 a database server that is operative to maintain associations between the package and the respective individual assets; and

 wherein the first server is operative to unpackage the digital assets, determine the file types of the respective assets, and to
20 distribute the assets to the appropriate servers based on the determined files types.

25 24. The system of claim 23, further including a firewall interposed between the communication network and the respective servers.

 25. The system of claim 23, wherein the first server and the web server are combined in a single device.

5 26. The system of claim 25, wherein the single device comprises an ASP/web server.

10 27. The system of claim 23, wherein the digital assets are packaged as a single file, and wherein the first server is operative to process the single file to define plural discrete files.

15 28. The system of claim 23, further including a plurality of streaming media servers to manage assets in different streaming media formats.

20 29. The system of claim 23, wherein the first server is operative to perform an authentication check on the packaged digital assets, and to discard the assets if the authentication check fails.

25 30. The system of claim 23, wherein the first server is operative to perform a virus scan on the respective assets, and to discard the assets that contain a virus.

 31. The system of claim 23, wherein the first server is operative to authenticate a user prior to receiving the set of digital assets from the user.

30 32. The system of claim 23, wherein the first server is operative to notify one or more recipients regarding the set of

5 digital assets, receive a request for the set of digital assets
from one of the recipients, and present the set of digital assets
to the recipient.

10 33. The system of claim 32, wherein the first server is
operative to authenticate the recipient prior to presenting the set
of digital assets.

15 34. The system of claim 32, wherein the first server is
operative to determine the distribution preference of the
recipient, and to present the set of digital assets to the
recipient in the desired manner.

20 35. The system of claim 32, wherein the first server is
operative to retrieve and download the set of digital assets to the
recipient.

25 36. The system of claim 32, wherein the first server is
operative to stream the set of digital assets to the recipient in
real time.

37. A system for managing a set of digital assets transmitted
over a communications network, where the digital assets are
packaged together in a predetermined manner, the system comprising:

means for receiving the packaged digital assets;

30 means for managing streaming media assets;

- 5 means for managing web-based assets;
- means for maintaining associations between the packaged assets and the respective individual files of each package;
- means for unpackaging the digital assets to define individual assets;
- 10 means for determining the file types of the respective individual assets; and
- means for distributing the assets to the appropriate servers based on the determined files types.

5 38. The system of claim 37, wherein the various means comprise a single server programmed to perform the respective functions.

20 39. The system of claim 37, wherein the various means comprise plural servers programmed to perform the respective functions.

25 40. The system of claim 37, wherein the means for receiving the packaged digital assets and the means for managing web-based assets are embodied in at least one server.

41. The system of claim 40 wherein the at least one server comprises an ASP and web server.

5 42. The system of claim 37, wherein the means for managing streaming media assets comprises at least one streaming media server.

10 43. The system of claim 42, wherein the means for managing streaming media assets comprises a plurality of streaming media servers.

 44. The system of claim 37, wherein the means for managing web-based assets comprises at least one web server.

5 45. The system of claim 37, wherein the means for maintaining associations between the packaged assets and the respective individual files of each package comprises at least one database server.

20 46. The system of claim 37, further including a firewall interposed between the communication network and the means for receiving the packaged digital assets.

25 47. The system of claim 37, wherein the digital assets are packaged as a single file, and wherein the means for unpackaging the digital assets is operative to process the single file to define plural discrete files.

30 48. The system of claim 37, further including means for performing an authentication check on the packaged digital assets,

5 and means for discarding the assets if the authentication check fails.

10 49. The system of claim 37, further including means for performing a virus scan on the respective assets, and means for discarding the assets that contain a virus.

50. The system of claim 37, further including means for authenticating a user prior to receiving the digital assets from the user.

5 51. The system of claim 37, further including means for notifying one or more recipients regarding the set of digital assets, means for receiving a request for the digital assets from one of the recipients, and means for presenting the set of digital assets to the recipient.

20 52. The system of claim 51, further including means for authenticating the recipient prior to presenting the set of digital assets.

25 53. The system of claim 51, further including means for determining the distribution preference of the recipient, and means for presenting the set of digital assets to the recipient in the desired manner.

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5 54. The system of claim 51, further including means for
retrieving and downloading the set of digital assets to the
recipient.

10 55. The system of claim 51, further including means for
streaming the set of digital assets to the recipient in real time.